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#aquanale #fsb

aquanale and FSB 2025: putting young innovations centre stage



aquanale
28.10. - 31.10.2025

The Young Innovators programme subsidises start-ups' participation in the leading international trade fairs

When aquanale, International Trade Fair for Sauna. Pool. Ambience, and FSB, International Trade Fair for Public Space, Sports and Leisure Facilities, open their doors from 28 to 31 October 2025, Koelnmesse will once again be transformed into an international hotspot for innovations in the leisure, wellness and exercise sectors. In addition to showcasing industry leaders, the 2025 editions of the events have a clear focus: elevating the next generation of industry pioneers. The trade fairs are therefore partnering with the **Young Innovators programme**, which is funded by the **German Federal Ministry for Economic Affairs and Energy (BMWE)**. The programme is designed to give emerging German companies the opportunity to present their ideas and products on an international stage - and to benefit from highly attractive terms.



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Joint appearance creates a beacon effect

For the first time, the subsidised start-ups at both trade fairs will appear together at a **professionally designed shared pavilion on the Boulevard on the Koelnmesse trade fair grounds**. Under the banner of **#bettertogether**, the pavilion will present innovations from the fields of **saunas, pools, wellness, sports and exercise**. The joint pavilion will act as a beacon for visitors with an interest in groundbreaking solutions and business ideas.

Supporting the next generation of entrepreneurs

The Young Innovators programme is aimed at legally independent companies established in Germany. Participating companies must have been founded no more than ten years ago and must demonstrate that their innovative products, processes or services actively contribute to the sector's further development. The subsidy enables these companies to participate in aquanale/FSB 2025 at heavily discounted rates - in a professionally designed joint pavilion.

The Young Innovators programme in detail

Participating companies benefit from:

- A discounted complete stand in the Young Innovators section on the Boulevard of Koelnmesse
- An excellent position in the heart of the action at the trade fair

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Executive Board:

Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:

Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:

Cologne
District Court Cologne, HRB 952

- Targeted PR and marketing support
- Attractive networking and presentation opportunities, giving them access to an audience of German and international trade visitors
- The chance to send a clear signal: This is the sector's future

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Why you should participate

aquanale and **FSB** are among the world's leading trade fairs in their segments. Over **600 exhibitors from more than 45 countries** gather in Cologne. They are joined by **tens of thousands of trade visitors** from the fields of architecture, planning, construction, the hotel industry, sports centre and leisure facility operation, as well as representatives from local authorities. For up-and-coming businesses, the events are a unique platform that allows them to achieve international visibility, establish new business contacts and convince both potential customers and investors.

Secure your stand now - places are limited!

Companies wishing to apply for the Young Innovators programme must meet certain criteria. In order to be eligible, companies must:

- Have existed for **less than 10 years**
- Have an **annual turnover or an annual balance sheet total of less than 10 million euros**
- Employ **fewer than 50 people**
- Be a **legally independent entity** and able to demonstrate **new product or process developments**
- Operate in the **manufacturing industry, the skilled trades or the services sector**
- Have participated in **aquanale/FSB** via the Young Innovators programme a **maximum of three times**
- **Not have applied for any other funding for the same trade fair:** Funding under the Young Innovators programme is non-cumulative.

Koelnmesse - Global Inspiration for Living, Contract and Public Spaces

Koelnmesse is the world's top trade fair organiser for the areas of Living, Contract and Public Spaces. Alongside the new trade fair duo **imm cologne** and **interior design days cologne** (idd cologne), other formats hosted at the trade fair hub of Cologne such as **ORGATEC**, **interzum**, **FSB**, **spoga+gafa** and **aquanale** are among the most internationally renowned and established industry gatherings. These fairs comprehensively represent the interior and design segment, the furniture and interior construction industries' supplying sections, the kitchen world, all topics for the modern working world, garden lifestyle as well as modern work environments, the garden lifestyle, public spaces, sports and leisure facilities, along with saunas, pools and wellness centres. To complement the events in Cologne, Koelnmesse is constantly strategically expanding its portfolio in key growth markets around the globe. Its foreign trade fairs include **La Feria De Diseño Medellín** - powered by **imm cologne** in Colombia, the shows of the **ORGATEC** brand family with **ORGATEC TOKYO** in Japan, **ORGATEC India** in Mumbai and **ORGATEC WORKSPACE** Saudi Arabia in Riyadh, as well as the trade fairs of the **interzum** brand family: **interzum guangzhou**

in China, interzum bogota in Colombia, interzum jakarta in Indonesia and interzum forum italy in Bergamo. The “Living, Contract and Public Spaces” portfolio also includes the FSB Sports Show Riyadh in Saudi Arabia.

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Further information: <https://www.fsb-cologne.com/trade-fair/fsb/fsb-worldwide/>

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